



Customer Experience Strategy Template

How to Create a Better CX Strategy?

- Get To Know Your Customers
- Create a Customer Experience Vision
- Map the Customer Journey
- Design a Good UX

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Get To Know Your Customers

Create a buyer's persona

To create the best customer experience, you need to first get to know your customers inside and out. Find out who they are, what motivates them, and what their pain points are.

Photo

Name

Background & Bio

Demographics

Gender:
Age:
Occupation:
Education:
Income:
Location:

Personality & Representing Quote

Goals & Values

Challenges & Pain Points

Objections

2 Vision

Create a Customer Experience Vision

Everything you want your customers to feel and experience when interacting with your product.

Example:

- **I want my customers to feel a sense of loyalty every time they interact with my brand**
- **I want my customers to reach out to you effortlessly for support**

Example from other brands:

- **Warby Parker:** We believe that buying glasses should be easy and fun. It should leave you happy and good-looking, with money in your pocket.
- **IKEA:** Create a better everyday life for the many people.

My CX Vision

3 Map the Customer Journey

Visual representation of the end-to-end process that customers take to complete a goal.



Stages

1	2	3	4	5
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Feelings

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Thoughts

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Actions

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Touchpoints

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Opportunities /
challenges

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4 Design a Good UX

User experience is a large part of the customer experience

- **Consistency.** Ensure that customers will have the same experience across devices.
- **Simplicity.** Remove any unnecessary steps in the customer journey.
- **Flow.** Allow customers to smoothly navigate their way across touchpoints.
- **User control.** Give users the ability to use the product independently and efficiently.
- **Accessibility.** Make your product easily accessible to as many customers as possible.

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